

Message Text

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UNCLAS TOKYO 16441

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT - MICROWAVE COMPONENTS AND
INSTRUMENTATION EXHIBITION

1. EXHIBITION: MICROWAVE COMPONENTS AND INSTRUMENTATION EXHIBITION

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN, NOVEMBER 10-14
1975

3. U.S. PARTICIPANTS SEEKING REPRESENTATION: TWO

(A) AGENTS AND DISTRIBUTORS APPOINTED: ONE

(B) AGENCY/DISTRIBUTORSHIPS UNDER NEGOTIATION: ONE (5 LEADS)

(C) LICENSEE AGREEMENTS UNDER NEGOTIATION: NONE

(D) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: NONE

4. SALES:

(A) IMMEDIATE: \$232,220

(1) NON-ESTABLISHED: \$132,220

(2) ESTABLISHED: N/A

(3) COOPERATOR: \$100,000

(B) TWELVE-MONTH PROJECTION: \$5,707,000

(1) NON-ESTABLISHED: \$4,557,000

(2) ESTABLISHED: N/A

(3) COOPERATOR: \$1,150,000

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5. REGISTERED VISITORS: 1,511 (1,637 HAND-COUT)

6. TOTAL PARTICIPANTS: TWENTY-FOUR (NUMBER OF U.S. FIRMS REPRESENTED: 49)

(A) NON-ESTABLISHED: TWENTY-TWO

(B) ESTABLISHED: NONE

(C) COOPERATOR: TWO

(D) FULLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: THIRTEEN

(E) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: ELEVEN

(F) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE

(G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: TWELVE

7. NARRATIVE:

THE OPEING CEREMONY WAS HEOLD MONDAY, NOVEMBER 10, 1975, BEGINNING AT 5:00 P.M. WITH WELCOMING REMARKS ACTING TCD AND APPROPRIATE ADDRESSES DELIVERED BY GUESTS OF HONOR MR. JACK B. BUTTON, MINISTER-COUNSELOR FOR ECONOMIC AND COMMERCIAL AFFAIRS, AMERICAN EMBASSY, AND MR. ICHIRO TAJIMA, CHAIRMAN, JOINT COMMITTEE OF INDUSTRIAL MEASUREMENTS AND STANDARDS OF THE JAPAN INDUSTRIAL TECHONOLGY ASSOCIATION (JITA). ALSO ATTENDING WAS DR. TSUNEO MOMOTA, DIRECTOR-GENERAL OF JITA. RECEPTION WHICH FOLLOWED WAS EXTREMELY WELL ATTENDED BY 139 REGISTERED VISITORS FROM TARGET AUDIENCE PLUS REPRESENTATIVES FROM AMERICAN BUSINESS COMMUNITY AND EXHIBITORS. ATTENDANCE INCREASED DAILY TO REACH 1,511 REGISTERED VISITORS (HAND-COUNT - 1,637) FOR EXHIBITION WITH 574 (37.9 PERCENT) COMING FROM OUTSIDE TOKYO AREA. WORKSHOP SESSIONS GENERALLY WELL ATTENDED ADDING FAVORABLE DIMENSION TO EXHIBITION ACTIVITY. EXHIBITOR COMMENTS AT CONCLUSION OF SHOW INDICATED SOLID SATISFACTION WITH QUALITY AND QUANTITY OF VISITORS AND NEW BUSINESS POTENTIAL GENERATED. HODGSON

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